

# **COMMUNICATION PLAN FOR A GEAX TO COLLEGE CAMPAIGN**

## **Concepts for Initial Draft Developed by:**

**Melanie Amrhein, Jared Avery, Sujuan Boutte, Jeanne Burns, Heather Cope, LeAnn Detillier, Anna Gatlin, Brodrick Hampton, Linda Marino, Gus Wales, and Katara Williams**

*(Version: 6/5/13)*

## **RATIONALE**

Based on multiple reports and existing literature, it is known that this current generation of Americans are seeking higher education at record numbers. For example, in Louisiana alone, there are approximately 90.8 percent first-time entering freshmen (Louisiana residents under the age of 24) enrolling in the state's public two year/ four year institutions. However, while these enrollment statistics are noteworthy, at 38.8 percent, Louisiana ranks near the bottom in the average graduation rate for U.S. public institutions. As such, three important considerations can be reasoned from these statistics. Firstly, it implies that very significant proportions of students - compared to past generational cohorts - have the ability and willingness to pursue a degree in higher education. Secondly, it implies that an even greater amount of resources are needed to help these students develop plans to go to college. Thirdly, it implies that even greater attention must be geared towards helping students complete certificates or degrees while going to college.

## **GOAL**

The goal of the Geaux to College Campaign is to direct the public to important resources that help new/returning students and families plan for college and help students be successful when completing certificates and degrees for rewarding careers.

## **MESSAGE**

All students need a plan for success in college and a rewarding career.

## **PARTNERS**

The Geaux To College Campaign involves multiple state agency partners which include the following: Louisiana Board of Regents, Louisiana Office of Student Financial Assistance, Board of Elementary and Secondary Education, Louisiana Department of Education, Louisiana Workforce Commission, and other state organizations.

## **OBJECTIVES**

- Build coalitions among multiple state agencies that provide support and assistance for college-goers
- Develop a website that serves as a central hub for resources and services provided by the multiple state agencies

- Promote the “Geaux to College” theme through the use of Geaux To College TV spots, Geaux to College radio spots, Geaux to College billboards/posters, etc.
- Inform new and returning college-goers in Louisiana about the various colleges and career opportunities that exist within the state
- Help new and returning college-goers to develop a plan that allows them to successfully complete certificates or degrees for rewarding careers
- Provide information to college-goers about resources that positively impact performance and persistence
- Utilize social-media (e.g., Facebook, Twitter, YouTube, etc.) to foster awareness to college-readiness among targets
- Improve the number of students that enroll in colleges and universities and complete certificates and/or degrees

## **COMMUNICATION STRATEGY**

### **Spring 2013**

#### **Target Audience**

- Middle and high school students interested in continuing their education at the post-secondary level
- Non-traditional students (individuals over the age of 25) interested in returning or continuing their education at the post-secondary level
- Parents, grandparents, guardians, and mentors
- Superintendents, principals, school counselors, and teachers
- Media
- Community stakeholders (e.g., local churches), legislators, and businesses

#### **Target Markets**

Rural and metropolitan areas in the state of Louisiana

#### **Strategies**

- Develop Geaux to College Campaign
- Develop a logo for Geaux to College Campaign
- Identify text that could be used as a free/downloadable resource for Louisiana citizens interested in planning for success in colleges and universities
- Develop public page on a website that will be used for the Geaux to College Campaign
- Make arrangements to use Arkansas’s Say Go College TV spots for state campaign
- Purchase promotional items that promote the Geaux to College logo and URL that will appeal to students currently interested in pursuing a degree or certificate
- Create a launch event to build public excitement surrounding the Geaux to College Campaign
- Create public buzz around the Geaux to College Campaign

## **TACTICS**

### **Launch Event**

A launch event will serve as the official kick-off to the Geaux to College Campaign. Special invited guests will include representatives from the Board of Regents, Board of Elementary and Secondary Education, Louisiana Department of Education, Louisiana Workforce Commission, Office of the Governor, university systems, universities, districts, and lawmakers with an interest in college accessibility and readiness. The Geaux to College TV spots, Geaux to College Logo, and website will be premiered at this event.

### **Website**

A website will serve as a central hub for resources and services provided by the Louisiana Board of Regents, Louisiana Workforce Commission, Louisiana Office of Student Financial Assistance, Louisiana Department of Education, and others. The site will be user-friendly for all interested in learning more about college going resources.

### **How to Go To College in Seven EASY Steps!!!**

A free, downloadable, electronic copy of the text “How to Go to College in Seven EASY Steps!!!” will also be made available to college-going students and family members on the Geaux To College public web page to assist students and their families in planning for success in college.

### **Local TV and Radio Arrangements**

Local TV and radio arrangements will be used to target specific populations and markets throughout the state. On-air interviews with radio stations will be scheduled to highlight the purpose and inform the community about the new resources that are available through the Geaux to College Campaign.

### **Public Service Announcements**

Public service announcements and radio public service announcements will be created in collaboration with the on-air efforts to provide awareness regarding college accessibility and readiness. Scripts and talking points will be developed by Geaux to College Campaign staff related to pertinent information that may be of interest to Louisiana citizens.

### **Flyers/Posters/Billboards**

Flyers/Posters/Billboards will be used to display the logo and website throughout the state. Both rural and urban areas will be targeted as well as non-traditional students in the state to display campaign items that highlight and inform the public.

## **Print Efforts**

Advertisements about the Geaux to College Campaign and web site will be placed in local print media (e.g., La Next Magazine) to target high school students and non-traditional students throughout the state as they consider post high school graduation and new career options.

## **Eblasts**

Eblasts will be sent to middle and high school students to guide them towards the online website and resources. E-mails and text messages will also be sent through the LA Connect web portal.

## **School Counselors**

School counselors will be targeted in order for them to direct students, parents, guardians, and grandparents to the Geaux to College web site for relevant resources

## **Fall 2013**

### **Target Audience**

- Middle and high school students interested in continuing their education at the post-secondary level
- Non-traditional students (individuals over the age of 25) interested in returning or continuing their education at the post-secondary level
- Parents, grandparents, guardians, and mentors
- Superintendents, principals, school counselors, and teachers

### **Target Markets**

Rural and suburban areas in the state of Louisiana

### **Strategies**

- Coordinate outreach efforts between state agencies and community partners (e.g., churches) to inform citizens about the importance and relevance of college-going
- Use promotional items bearing the Geaux to College logo and URL as giveaways for traditional/non-traditional students interested in pursuing a degree in higher education
- Strengthen social media presence that highlight the grass roots efforts of the campaign
- Write press releases of efforts that are occurring at the grass roots level of the campaign that provide testimony of individual student experiences

## Ambassador/Partners

Ambassador/partners will serve as the “face” of the campaign in rural areas of the state. Partners in these areas will implement programs related to college-readiness to selected populations at a grass roots level.

## Community Outreach

Community outreach will be used to build awareness and cultivate action in both rural and metropolitan areas in the state. Examples of some outreach activities may include financial aid workshops and college-preparation seminars.

## Press Releases

Press releases will be used to highlight some of the efforts occurring at the grass roots level of the campaign. Student success stories will help to more readily localize the campaign.

## Social Media Networks

In addition to press releases, social media will also be used to highlight some of the efforts occurring at the grass roots level of the campaign. This includes using Facebook, Twitter, YouTube, etc.

## SPRING 2013: STRATEGIES AND ACTIVITIES

	Deliverable(s) and Tasks	Responsible Person(s)	Start Date	Projected End Date	Actual Completion Date
1.0	Develop Geaux to College Campaign				
1.1	Have Board of Regents develop initial draft of Geaux To College Campaign	Jared Avery, Jeanne Burns, and Katara Williams	1-14-13	1-18-13	1-16-13
1.2	Conduct meeting with Louisiana Office of Student Financial Aid and obtain input for draft of Geaux to College Campaign	Jeanne Burns, Jared Avery, and Melanie Amrhein	1-22-13	1-25-13	1-25-13
1.3	Conduct meeting with Louisiana Department of Education and obtain input for a draft of Geaux to College Campaign	Jeanne Burns, Jared Avery, and LDOE staff	1-28-13	2-08-13	2-6-13
1.4	Meet with other personnel (e.g., university systems, business partners) identified by the Board of Regents, Louisiana Department of Education, and Louisiana Workforce Commission to build collaboration and to obtain input for a draft of Geaux to College Campaign	BoR, LDOE, LOSFA, and LA Workforce Commission representatives	2-11-13	3-1-13	2-14-13
1.5	Provide approval for staff to implement the Geaux to College Campaign from Louisiana Commissioner of Higher Education, State Superintendent, and Louisiana Workforce Commission representative	Jim Purcell, John White, and LA Workforce Commission	2-11-13	3-1-13	

		representative			
2.0	Identify text that could be used as a free/downloadable resource for Louisiana citizens interested in planning for success in postsecondary education				
2.1	Identify a text that provides a plan for success in college	Jim Purcell, Jeanne Burns, & Jared Avery	10-1-12	11-28-13	11-28-13
2.2	Identify adaptations that would need to be made to the book to address specific needs in Louisiana	Jared Avery	10-11-12	11-28-12	11-28-12
2.3	Process PO between the author (Renaldo J. Hemphill) of the text (How to Go to College in Seven EASY Steps) and the Board of Regents	Linda Marino	11-29-13	2-28-13	1-31-13
2.4	Receive word document from Renaldo J. Hemphill for the BoR to adapt the text "How to Go to College in Seven EASY Steps!!!" for a free, downloadable resource	Jim Purcell	2-1-13	2-28-13	2-4-13
2.5	Adapt the text "How to Go to College in Seven EASY Steps!!!" by Renaldo J. Hemphill with content specific to Louisiana and prepare document online media	Jared Avery	2-11-13	3-15-13	2-7-13
2.6	Upload the text to the public webpage	LOSFA or BoR	3-16-13	3-22-13	3-22-13
3.0	Develop Logo for Geaux to College Campaign				
3.1	Develop logo for Geaux to College Campaign	BoR, LDOE, LOSFA, & LA Workforce Commission	1-28-13	4-5-13	4-5-13
3.2	Obtain approval from the Commissioner of Higher Education, State Superintendent, and Louisiana Workforce Commission representative to use the logo	BoR, LDOE, & LA Workforce Commission	3-1-13	3-1-13	
4.0	Develop public page on website that will be used for the Geaux to College Campaign				
4.1	Develop a draft for a temporary web page for the Geaux to College Campaign if the LOSFA web page is not operational	Jared Avery	12-10-12	1-10-13	1-10-13
4.2	Review and discuss preliminary draft of the permanent public web page	BoR, LDOE, LOSFA, and LA Workforce Commission	2-14-13	2-14-13	2-14-13
4.3	Develop potential content and layout for the permanent public webpage based on initial feedback	Jeanne Burns, Jared Avery, and Katara Williams	2-15-13	2-15-13	2-15-13
4.4	Send preliminary draft to planning team for additionally feedback and modifications	Jeanne Burns	2-15-13	2-18-13	2-15-13
4.5	Conduct meeting to finalize content and layout for the permanent public webpage	Jared Avery, Jeanne Burns, and Katara Williams	2-18-13	2-21-13	2-21-13
4.6	Send webpage designers content for the permanent public web page	Jared Avery	3-1-13	3-28-13	3-28-13

4.7	Do test run of the permanent public page that will serve as the central hub for resources and services provided by the multiple state agencies that are a part of the collaborative	BoR	6-17-13	6-25-13	
4.8	Obtain "geaux to college" URL	Jared Avery	6-17-13	6-19-13	
4.9	Send Geaux to College webpage to planning teams for final recommendations and approval	Jared Avery and Jeanne Burns	6-19-13	6-21-13	
4.10	Launch permanent public page for Geaux to College Campaign	BoR, LDOE, and LOSFA	6-26-13	6-27-13	
5.0	Make arrangements to use Higher Ed PSAs for state campaign				
5.1	Communicate electronically with LDOE, BoR, LOSFA, LA Workforce Commission to identify details (PSA, time slots, etc.) regarding the use of the Higher Ed PSAs	BoR, LOSFA, LDOE, LA Workforce Commission	2-14-13	4-4-13	4-4-13
5.2	Participate in a meeting with Louisiana Public Broadcasting to finalize the details (PSA, time slots, etc.) regarding the use of the Higher Ed PSAs	Jeanne Burns, Jared Avery, and Katara Williams	6-10-13	6-21-13	
5.3	Process contract with Louisiana Public Broadcasting for the use of Higher Ed PSAs in Louisiana markets	Linda Marino	6-17-13	6-21-13	
5.4	Facilitate the running of the Higher Ed PSAs	Louisiana Public Broadcasting	6-24-13	6-28-13	
5.5	Make arrangements for other vendors to use the Higher Ed PSAs in other Louisiana markets	Katara Williams	6-26-13	8-31-13	
5.5	Process contract(s) with other vendors to use the Higher Ed PSAs in Louisiana markets	Linda Marino	6-26-13	8-31-13	
5.6	Facilitate the running of the Higher Ed PSAs in additional Louisiana markets.	Louisiana Public Broadcasting	6-26-13	8-31-13	
6.0	Purchase promotional items that promote the Geaux to College logo and URL that will appeal to students currently interested in pursuing a degree or certificate				
6.1	Promotional Items for Initial Launch				
6.1.1	Communicate electronically to identify what promotional items are needed for the initial launch and how they will be used	BoR, LDOE, LOSFA, and LA Workforce Commission	2-14-13	2-22-13	2-22-13
6.1.2	Outline budget for the purchase of promotional items for the initial launch	BoR, LDOE, LOSFA, and LA Workforce Commission	2-14-13	2-22-13	2-22-13
6.1.3	Identify bids from three (3) promotional companies and determine final promotional item vendor	Jared Avery and Linda Marino	2-18-13	2-28-13	2-26-13
6.1.4	Process purchase order between the BoR and promotional item vendor	Jared Avery, Chandra Cheatham, Linda Marino	5-16-13	5-24-13	5-23-13
6.1.5	Receive promotional items for the press conference to kick off the Geaux to College Campaign	Jared Avery and Linda Marino	6-24-13	6-25-13	
6.1.6	Disseminate the promotional items to the agencies that will use the items	Jared Avery & Katara Williams	6-28-13	8-31-13	

6.2	Other Promotional Items					
	6.2.1	Communicate electronically to identify what promotional items are needed and how they will be used	BoR, LDOE, LOSFA, and LA Workforce Commission	2-14-13	2-22-13	2-22-13
	6.2.2	Outline budget for the purchase of promotional items from multiple agencies	BoR, LDOE, LOSFA, and LA Workforce Commission	TBA	TBA	
	6.2.3	Identify bids from three (3) promotional companies and determine final promotional item vendor	Jared Avery and Linda Marino	TBA	TBA	
	6.2.4	Process contract between the BoR and promotional item vendor	Linda Marino	TBA	TBA	
	6.2.5	Receive promotional items	Jared Avery and Linda Marino	TBA	TBA	
	6.2.6	Disseminate the promotional items to the agencies that will use the items	Jared Avery & Katara Williams	TBA	TBA	
7.0	Create a launch event in June 2013 build public excitement surrounding the Geaux to College Campaign					
7.1	Communicate electronically to finalize date for launch event		Katara Williams and Jared Avery	1-21-13	1-25-13	1-25-13
7.2	Plan press conference to officially start the Geaux to College Campaign		BoR, LDOE, LOSFA, and LA Workforce Commission	TBA	TBA	
7.3	Invite media/special invited guests to a press conference		Katara Williams	TBA	TBA	
7.4	Prepare materials for the event		Katara Williams and Jared Avery	TBA	TBA	
7.5	Reproduce materials for the event		Linda Marino and Doneshia Dyer	TBA	TBA	
7.6	Draft and distribute follow-up press release to local media detailing what occurred		Katara Williams	TBA	TBA	
8.0	Create public buzz around the Geaux to College Campaign					
8.1	On-air Interviews					
	8.1.1	Identify prominent disc jockeys	BoR, LDOE, LOSFA, and LA Workforce Commission	9-2-13	9-27-13	
	8.1.2	Set-up on-air interviews to highlight the purpose and inform the community about the Geaux to College Campaign	Katara Williams	9-2-13	9-6-13	
	8.1.3	Participate in the interviews	BoR, LDOE, LSOFA, and LA Workforce Commission	9-9-13	9-13-13	
8.2	Public Service Announcements					
	8.2.1	Communicate electronically to identify audiences for radio PSAs	BoR, LDOE, LOSFA, and LA Workforce Commission	7-1-13	7-12-13	
	8.2.2	Identify people to create the radio public service announcements that will be used in collaboration with TV efforts	BoR, LDOE, LOSFA, and LA Workforce Commission	7-8-13	7-10-13	
	8.2.2	Locate funds to produce the radio PSAs	BoR, LDOE, LOSFA, and LA Workforce	7-15-13	8-12-13	



			Commission			
	8.2.3	Produce the radio PSAs	TBA	8-13-13	9-16-13	
	8.2.4	Identify radio stations to run the PSAs	Katara Williams	9-17-13	9-30-13	
	8.2.5	Provide radio stations with the PSAs	Katara Williams and Jared Avery	7-8-13	7-10-13	
	8.2.6	Run the radio PSAs	TBA	10-1-13	1-31-14	
8.3	Flyers/Posters/Billboards					
	8.3.1	Communicate electronically to identify audience for flyers/posters/billboards	BoR, LDOE, LOSFA, and LA Workforce Commission	7-1-13	7-12-13	
	8.3.2	Identify costs and funding streams to produce flyers/posters/billboards	BoR, LDOE, LOSFA, and LA Workforce Commission	7-8-13	7-10-13	
	8.3.3	Create the designs for the flyers/posters/billboards	TBA	7-15-13	8-12-13	
	8.3.4	Identify vendor to print flyers/posters/billboards	TBA	8-13-13	9-16-13	
	8.3.5	Disseminate the flyers/posters/billboards to the appropriate audiences	Jared Avery	9-17-13	9-30-13	
	8.3.6	Display flyers/posters/billboards in public areas throughout the state	TBA	10-1-13	1-31-14	
8.4	Advertisements					
	8.4.1	Communicate electronically to identify audiences and print media to place the advertisements	BoR, LDOE, LOSFA, and LA Workforce Commission	7-1-13	7-12-13	
	8.4.2	Identify funding source for advertisements	BoR, LDOE, LOSFA, and LA Workforce Commission	7-8-13	7-10-13	
	8.4.3	Create the advertisements	TBA	7-15-13	8-12-13	
	8.4.4	Purchase space for the advertisements.	TBA	8-13-13	9-16-13	
	8.4.5	Run the advertisements in local print media (e.g., La Next Magazine)	TBA	10-1-13	1-31-14	
8.5	E-mail Blasts					
	8.5.1	Send E-blasts and text messages about Geaux to College to districts and students	BoR, LOSFA, and LDOE	10-1-13	10-31-13	
	8.5.2	Identify other audiences and other purposes for E-blasts and texts messages	BoR, LDOE, LOSFA, and LA Workforce Commission	11-1-13	1-31-14	

**FALL 2013: STRATEGIES AND ACTIVITES**

Deliverable(s) and Tasks		Responsible Person	Start Date	Projected End Date	Actual Completion Date
1.0	Coordinate outreach efforts between state agencies and community partners (e.g., churches)to inform citizens about the importance and relevance of college-going				
1.1					
1.2					
2.0	Use promotional items bearing the Geaux to College logo and URL as giveaways for traditional/non-traditional students interested in pursuing a degree in higher education				
2.1					
2.2					
3.0	Strengthen social media presence that highlight the grass roots efforts of the campaign				
3.1					
3.2					
4.0	Write press releases of efforts that are occurring at the grass roots level of the campaign that provide testimony of individual student experiences				
4.1					
4.2					